

PEG Channel Application Montgomery County, Maryland
University of Maryland, College Park (Channel 2)

1. *The number of channels requested: One*

2. *Intended use of the channel and how it serves the public interest:*

The Philip Merrill College of Journalism at the University of Maryland, College Park, operates UMTV. The station has two distinct but related purposes. The first is to train the broadcast journalist of the future. It does this in part by allowing students to produce and air a nightly news program called Maryland Newslines during the school year. The program is fully staffed by students under the direction of a faculty member, with the students doing all the reporting anchoring, videography, editing and handling all studio positions. The news programs deal with local and statewide issues of interest to the citizens of Montgomery County and help to keep citizens informed.

In addition, the College has produced a weekly sport show covering sports beyond NCAA basketball and football. It will continue into next year as well.

The second purpose is to provide programs with high quality educational content that highlight the world class scholars and students at the College Park Campus, as well as general interest programming which we distribute from non-University sources. This past year we substantially increased the amount of locally produced programs and hope to continue to increase the amount of programs in the future. Since last September, UMTV has produced the following programs:

National History Day, Ken Burns and Richard Dreyfus¹

Kappell International Piano Competition, Semi-Finals

AEJMC Convention, Bill Moyers and Helen Thomas

East Campus Development Town Hall Meeting (live broadcast from UMUC)

Two-Day Conference on Global Climate Change²

Symposium on 40th anniversary of publication of Babi Yar with Yevgeny Yevtushenko³

American Studies: The Axe Effect, Sexuality in the Marketplace (class taped in studio)

¹ Taped but not broadcast for content reasons

² Programs being edited. Some video on departmental website

³ To be edited and broadcast

Povich Forum (with Ben Bradlee, Michael Wilbon, Sally Jenkins and Kevin Blackistone)

Embassy Series Concerts (2): Chinese and Austrian Embassies (Austrian Embassy Soloists were Cristina Nassif and Benjamin Warschawski, both UMD School of Music Alumni)

Battle for the Pentagon Papers (with Ben Bradlee and Daniel Ellsberg)

Policy Watch with Doug Besharov⁴ (with Steve Fedder and Daniels Ellsberg, separately)

Speaking of Books-Gene Roberts

In addition, we are working the Institute of Applied Agriculture on a series of 12 on-minutes spots on "What is Maryland Agriculture" that will air beginning in May.

UMTV also continues to bring educational programs from nationally acclaimed research universities through the Research Channel. World news for non-domestic sources are also broadcast from the BBC and DW World (German).

3. *The period of air time for each channel requested: 24 hours a day*

4. *Why a partial day is not adequate to meet community needs:*

A partial day schedule would not meet the level of service UMTV strives to provide. We have established blocks of programming to meet specific needs. For instance, our evening news block has become a community favorite with local student produced news and international news from the BBC and DW. Additionally, we feed the same signal to both Montgomery and Prince Georges counties. There would be major operational problems and financial outlays if we were on a partial day schedule.

5. *If the applicant already operates more than one channel, state why a second or additional channel is necessary and why programming cannot be accommodated on one channel.*

UMTV does not seek to operate a second channel.

6. *Hours of programming July 1,2006-June 30, 2007*

Locally produced: 1,482; Acquired, 5,250; Text, 2028; First Run, 3,368; Repeat, 3,364.

⁴ 4 programs shot in studio. Past programs were produced by outside company for several years.

7. *A description of degree to which the current use of the channel has met the intended use of the channel as stated in the operator's last application:*

UMTV continues to strive to meet the intended use of the channel and has increased local programming this past year and into this current year. UMTV is in the midst of a strategic review which we hope will result in additional resources committed to the channel.

8. *A description of how any conditions associated with the current allocation have been addressed.*

UMTV continues to operate without any funding from Montgomery County, even though the University now has a significant presence in the County with its Shady Grove Campus. In addition a significant number of students, faculty staff, alumni and parents reside in the County.

UMTV has prepared a strategic plan which is currently under review by the department and university administration. The goal is to substantially enhance the physical plant and increase staffing a local productions.

UMTV has collaborated with the PEG network in several productions this year using the public schools mobile production truck. We hope to continue that collaboration along with involvement in local productions.

UMTV has also re-engaged in the PEG Network under its new leadership.